Executive Proclamation
State of South Dakota
Office of the Governor

Whereas, Breast milk is widely acknowledged to provide optimal nutrition for infants to enhance growth and development, protect against infection and illness, and promote maternal and infant bonding; and to have a positive impact on the health and well-being of both mothers and babies that last far beyond infancy; and,

Whereas, Breast-feeding is recognized by several organizations, such as the American Academy of Pediatrics, the American College of Obstetrics and Gynecology, the American Dietetic Association, the U.S. Department of Health and Human Services, the U.S. Department of Agriculture, and the National WIC Association, as the preferred method of feeding and nurturing infants throughout the early years of life; and,

Whereas, Breast-feeding promotes healthier mothers and infants and benefits society through lower health care costs, a healthier and more productive workforce, stronger family bonds, and less waste; and,

Whereas, Breast-feeding is identified by the U.S. Surgeon General as a high priority in the Year 2010 Healthy People objectives, with a goal of increasing to at least 75 percent, the proportion of mothers who breast-feed their infants in the early postpartum period and to at least 50 percent, those who continue to breast-feed until the infant is six months of age; and,

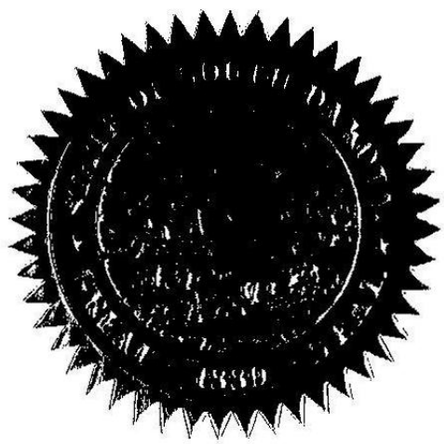
Whereas, Increasing the number of women who breast-feed and the length of time they breast-feed is a national health priority to improve the health of mothers and babies; and,

Whereas, The World Alliance for Breast-Feeding Action, in conjunction with the World Health Organization and UNICEF, has proclaimed August 1-7, 2010, as World Breast-Feeding Week:

Now, Therefore, I, M. Michael Rounds, Governor of the state of South Dakota, do hereby proclaim August 1-7, 2010, as

BREAST-FEEDING AWARENESS WEEK

in South Dakota, and I urge all citizens to join in seeking reliable information and supporting breast-feeding as a high priority within our communities for healthier babies in our state.



In Witness Whereof, I have hereunto set my hand and caused to be affixed the Great Seal of the state of South Dakota, in Pierre, the Capital City, this Thirteenth Day of July in the Year of Our Lord, Two Thousand and Ten.

M. Michael Rounds, Governor

Attest:

Chris Nelson, Secretary of State